

Routes to tour in Germany

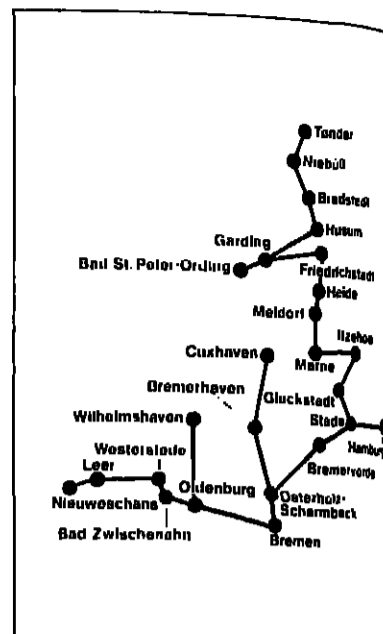
The Green Coast Route

German roads will get you there — wherever people live and there are sights worth seeing. Old churches or half-timbered houses, changing landscapes or townships. There are just too many impressions, so many people find it hard to see at a glance what would suit their personal taste. Which is why we in Germany have laid out well-marked tourist routes concentrating on a special feature. Take the coast. We

are keen Europeans and happy to share the Green Coast Route with the Dutch, Danes and Norwegians. But we do feel that we in the north-west of Germany have the most varied section of the route. Offshore there are the North and East Frisian islands. Then there are the rivers Elbe, Weser and Ems. There are moors and forests, holiday resorts with all manner of recreational facilities. Spas, castles and museums. And

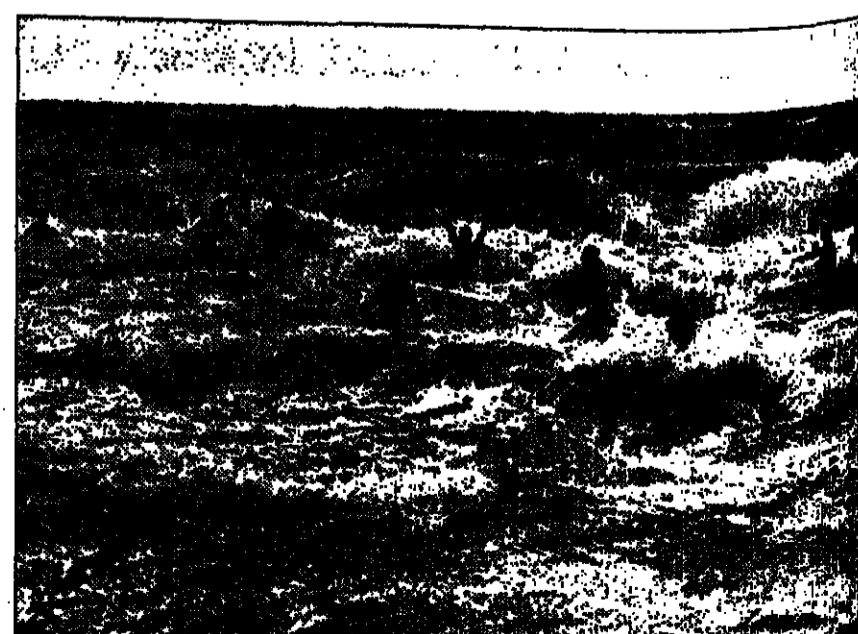
the Hanseatic cities of Bremen and Hamburg with their art galleries, theatres and shopping streets.

Come and see for yourself the north-west of Germany. The Green Coast Route will be your guide.



- 1 Neuhaulingersiel
- 2 A Frisian farmhouse in the Altes Land
- 3 Bremen
- 4 The North Sea

DZT DEUTSCHE ZENTRALE FÜR TOURISMUS EV.
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A little step towards a better farm policy

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After a succession of EEC summit failures, the meeting at Fontainebleau came as a welcome success.

The EEC leaders may not have taken a major step towards a better agricultural policy, but at least they moved in the right direction.

Mrs Thatcher, of course, finally got her billions she has been demanding.

Unlike previous years she has now made sure of her rebate for at least three years: three years of quiet on the stage front, as against annual skirmishes. Is that European progress?

But grand promises to reach a long-term financial settlement for the entire EEC have not been kept.

Instead of a realignment to ensure the all members benefit, the Ten tended to tinker with the symptoms again.

To say a radical realignment was unrealistic is to beg the question. Why, if that is the case, was one heralded?

If the EEC were not two thirds an agricultural community in terms of budget

on a major step in the direction of a more sensible common agricultural market, but they at least took modest steps in the right direction.

Agreement on quota limitations and a factual reduction in farm price guarantees are not easy decisions to reach at a time when the farm lobby is clearly still one of the strongest in all member-countries.

The Germans have played an unfortunate role in this reform debate by overextending and increasing their off-set payments to farmers, thereby forfeiting credibility in their negotiating position.

Chancellor Kohl and Finance Minister Stollenberg set out a year ago to reduce subsidies and economise in the Common Market, given that economies were needed everywhere.

Little or nothing remains of these good intentions. Mrs Thatcher has been granted her billions in contribution refunds; Herr Kohl has been granted permission to spend billions of his own in farm subsidies.

The Fontainebleau agreement and the Brussels compromises will cost money. More money for Brussels is not an aim in itself. One is bound to ask how the money is to be spent and what use the breathing-space is supposed to be.

President Mitterrand had little time in Fontainebleau to outline his allegedly far-reaching plans for political union. Commissions were set up again, which is really no longer a joke.

It remains to be seen what good this will all do. The key issue of a European security policy, for instance, has evi-



Richard von Weizsäcker (left) is sworn in as President of the Federal Republic of Germany. At right is the Bundestag Speaker, Rainer Barzel. In the centre is the Bundestag administrator, Helmut Schellknecht. (Photo: dpa)

Weizsäcker is sworn in as Bonn President

Richard von Weizsäcker has been sworn in as Bonn President. There was not the slightest tinge of pathos or drama during the ceremony in which he took office in succession to Karl Carstens.

That was just as it should be in a 20th century parliamentary democracy.

The manner in which the change-over took place was in keeping with the fact that the head of state has obligations for a strictly limited period of time and very few rights.

The constitutional system in force since 1949 has proved satisfactory. Each of the past five Federal Presidents has reflected in his own way the condition of the country and its people.

Karl Carstens encountered considerable scepticism at the beginning of his five-year term but soon gained majority esteem by the straightforward pattern of his thinking and the success with which he sought to establish a democratic consensus.

The Federal Republic, as Bundestag Speaker Rainer Barzel put it, has all in all been lucky in its choice of heads of state.

Richard von Weizsäcker has taken over with an unprecedented fund of goodwill, having proved as Governing Mayor of Berlin he can think in terms of longer than from one day to the next and is capable of contributing toward reconciliation of seemingly irreconcilable opposites.

In these hard times he will badly need both skills as head of state in Bonn. (Frankfurter Rundschau, 2 July 1984) (Photo: dpa)



Compromise to end strike

A compromise has been reached in the engineering workers dispute. Here, Georg Leber (centre), mediator, IG Metall union official Ernst Eisenmann (left) and the employers' Hans Peter Stihl, celebrate. See page 6. (Photo: dpa)

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BRITAIN
Britain would get greater benefit from it has.

A Common Agricultural Fund (CAP) realignment should have been the main item on the European agenda for the next few years, and not just Britain's budget refund.

To be fair, it must not be forgotten that major Common Market problems, such as a start to CAP reform, were solved at the last summit in Brussels. EEC leaders may not have embarked

■ COMMUNICATIONS

Digital technology tops list in increased spending on telecommunications

The clash over countrywide cable TV is fast becoming a holy war. The Federal Audit Office has accused the Posts and Telecommunications Minister, Christian Schwarz-Schilling, of unrealistic cost accounting and over-optimistic forecasts.

And the dispute continues on whether copper or optical cable should be laid.

But at the Telematica trade fair in Stuttgart, the pressure was off the minister. He visibly relished the applause that greeted his opening address.

Herr Schwarz-Schilling was able to present ideas for expanding telecom infrastructure. The only significant criticism these are getting is from trade unions, worried they might mean even higher unemployment.

The repercussions for office workers are unforeseeable and could well include a spate of rationalisation such as has accompanied the introduction of robots in industry.

How the Bundespost views the telecom future could be seen at the largest and busiest stand in Stuttgart, where video conferences were held between one city and another and the same telephone line was used to relay photocopies in seconds, to transmit teletypewriter messages and to exchange computer data.

The Bundespost's target is a fully integrated telecom system as part of which all subscribers can use all services via a single cable link.

At present the Bundespost offers its services in a number of separate networks. The telephone network, with 24 million subscribers and about 30 million telephones, is largely independent of the integrated text and data network linking 265,000 subscribers by teletypewriter and data transmission services.

This duplication means extra cost of development, technology and operation, and connection costs on both sides are fairly high.

The first step in the direction of an integrated network is being taken now the Bundespost is converting telephone exchanges from analog to digital technology, which not only increases capacity and speed; it also makes new services possible.

All signals are converted into figures and reconverted at the other end, improving the capacity, quality and speed of transmission.

This year the Bundespost is to invest about DM20m in the new technology, increasing to DM400m in 1986 and DM1.5bn in 1989, according to Helmut Schön, head of telecom at the Ministry.

From 1990 the Bundespost will install nothing but digital technology for both local and long-distance calls. Conversion to digital technology will be completed by 2020 at the latest.

It looks like good business ahead for industry, so it is hardly surprising the entire German telecom industry has submitted tenders for contracts.

Unlike on past occasions, the Post Office has not opted for a uniform system. It has agreed to use both the Siemens and the Standard Elektrik Lorenz (SEL) systems.

They can be interlinked without much difficulty. Fourteen new long-distance exchanges are to be built next

STUTTGARTER ZEITUNG

year: seven by Siemens, five by SEL and one each by DeTeWe in West Berlin and TN, a Bosch subsidiary, in Frankfurt.

The order is reversed for local exchanges, most of which are to be built by SEL. All are major contracts. The new trunk exchange in Stuttgart is to cost DM18m, the international exchange DM19m. Both contracts have gone to SEL.

In opting for two competing systems the Bundespost has been prepared to pay more for training, warehousing and maintenance.

Herr Schön says this extra cost should be offset by competition between manufacturers, which will lead to lower prices. But export promotion doubtless also plays a part.

German manufacturers feel they should do well in export markets, but this presupposes their systems are tried and trusted at home.

Digitalisation of exchanges and the subsequent digitalisation of links with subscribers are to lead by 1988 to what the Bundespost calls an integrated service digital network (ISDN).

Pilot projects are to be launched in 1986 in Stuttgart and Mannheim, with 400 subscribers each.

Subscribers will then have a single socket and a single number for all tele-

com services: telephone, teletex, teletypewriter and data transmission.

Everything will work much faster, we are promised. Teletex pages will be made up faster, for instance, the Minister said in Stuttgart.

The Bundespost stands to benefit in terms of rationalisation regardless whether it gains new subscribers. Existing copper cables (optical cable is not to be introduced until a much later stage) can handle twice the amount of digitalised signals, says Herr Schön.

He says there will be no extra expense inasmuch as the conversion to digital technology is inevitable, given the expected growth in demand.

Extra investment will not be necessary until 1990, by which time the Bundespost expects the number of telephone subscribers to level out, and this extra will be warranted inasmuch as digital technology is less expensive than analog.

For the electronics industry the ISDN network is interesting not just on account of the exchanges that need building. New subscriber equipment will be the big business.

"Manufacturers are working flat out at development," says Joachim Schröder of Siemens, who expects there to be a new generation of consumer devices combining several functions and making use of the advantages of an integrated network.

But several problems still need solving before this stage is reached. International standards for equipment have yet to be agreed on. The ITU in Geneva has been working on this problem for four years.

Herr Schröder is hoping a decision will be reached at the end of this year but he fears standardisation (in his view the secret of German manufacturers' success in world markets) may fail.

At the instigation of former Economic Affairs Minister Count Lambsdorff the Bundespost is to have nothing to do with subscriber equipment, which could result in duplication and incompatibility (problems that beset computers and the video market).

The Bundespost is still firmly convinced it will come right. By 1995 it is confident there will be between four and five million ISDN subscribers.

Initially, commercial customers will predominate. In the private sector the Bundespost feels growth is only to be expected in teletex for the time being.

A larger number of private subscribers to the integrated service is not expected until optical cables make videophones feasible.

Rental charges will be a crucial factor, and in Stuttgart the Minister had this to say: "We will be boosting the incentive to switch to ISDN by pegging charges to telephone rates."

Higher speed and line capacity will even cut costs, says Wolfgang Peters of SEL, while Herr Schön has visions of a monthly rental of DM40, which is what a two-phone family already pays.

Unit charges will be related to time and distance, as for the telephone. Switcher transmission would thus make teletypewriter, telefax and data transmission cheaper than they are at present.

It remains to be seen whether these conjectures are borne out by the facts. Costs can be higher than expected, as many households who decided to install cable TV have found to their chagrin.

And the Federal Audit Office has only just pointed out that Bundespost expectations can at times be a little too optimistic.

Wolfgang Gilmann
(Stuttgarter Zeitung, 23 June 1984)

Bickering goes on over TV, radio policies

Baden-Württemberg Premier Lötter Späth told delegates to the cable and satellite TV conference at the Telematica trade fair in Stuttgart it was the early bird that got the worm.

He even quoted Bismarck, who over 120 years ago said: "A statesman must see events coming and prepare accordingly. If he fails to do so he will usually be too late when he finally makes a move."

His "colleague" Bismarck, who was Prime Minister of Prussia at the time, might be surprised that this home truth has failed to have the required effect.

How else, worried media experts wondered, could one account for Land governments continuing to argue whether and how the range of radio and TV programmes ought to be extended?

Technology, they said, had long reduced political leeway to a handful of key issues.

One was whether only foreign commercial operators were to work the West German market or political and economic provision was to be made in time for commercial radio and TV stations in this country.

The new media debate has been conducted at length and in detail since a government report was issued eight years ago, clearly showing that technological developments can only be kept in check by those who make sure they are in the vanguard.

By constantly lagging behind the course of events greater clarity is next to never established, and it certainly restricts political leeway.

The ball is very much in the media policymakers' court, as experience with the first two German pilot projects, cable TV in Ludwigshafen and Munich, were launched in January.

Neither Claus Dejgen of the Ludwigshafen venture nor Rudolf Mühlhölzer of the Munich project was able to give any clear indication in Stuttgart of either demand or the prospects of breaking even. They have not been in cable TV long enough to say.

All they were sure of was that their pilot projects, both of which were far too small, did not have much time left in which to experiment.

Since the Ariane launcher rocket put the ECS comet into orbit last year, if not earlier, British, French, American, Luxembourg and Swiss operators have been on standby to serve the German market.

Four of the nine programmes the satellite is equipped to broadcast to Western Europe are already in operation.

They are the Sky Channel, run by Britain's Rupert Murdoch, the Australian proprietor of News Ltd, the French fifth channel, Westbeam (purportedly a German service) and the first European pay

TV programme, broadcast by a Swiss operator.

Westbeam is produced by a private consortium under the supervision of the Ludwigshafen corporation.

Most European countries seem to have gradually girded their loins for the new media, starting with local radio since the early 1970s.

In Germany the dams suddenly seem to be bursting all at once, providing viewing public used to homoeopathic minute doses of radio and TV with an inundation of new programmes.

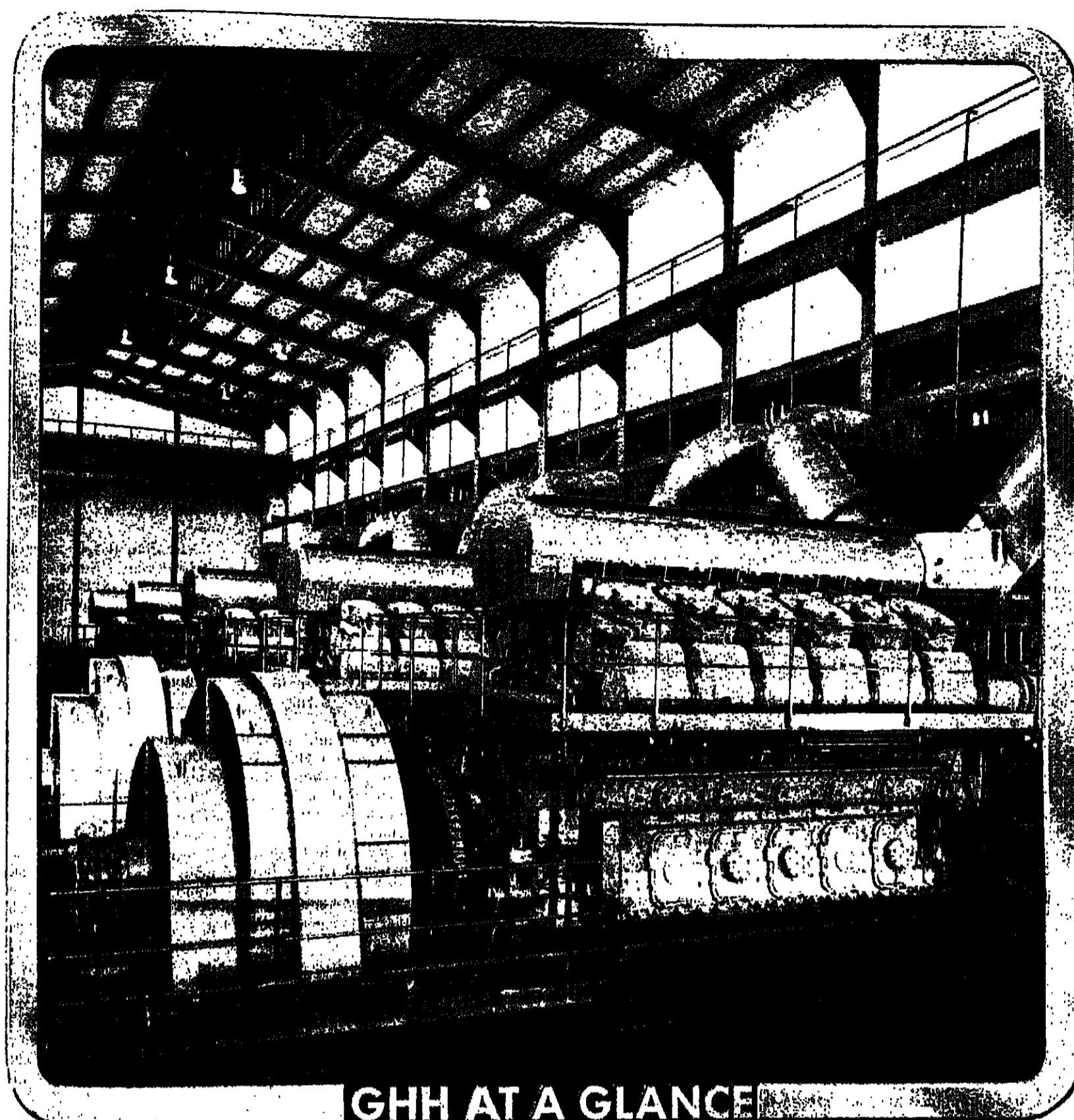
Irrespective of cable TV pilot projects and the TV satellite ready to broadcast, German politicians are still engaged in a debate on fundamentals. Mühlhölzer for one is afraid it might lead to a "media policy mystery tour."

Media policy has been without perspective for years, it was constantly argued at Telematica, with the result that the further course of events and trends in media facilities available are determined by technology alone.

"A ghetto of ambitious technical speculations has arisen," says Gerhard Meyer of a Hamburg company, which is what is technically feasible in Germany at times far removed from demand.

"Whatever may be the ideal way of using the electronic media," says Pierre Meyrat of Rediffusion, the Swiss satellite TV company, with the Federal Republic in mind, "accrued structures cannot without damage be turned upside down overnight."

Frank A. Lindner
(Stuttgarter Zeitung, 22 June 1984)



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